



CASE STUDY

Handshake Simplifies Complex Integrations

Handshake completes a highly customized integration with NetSuite for leading fragrance manufacturer, Tru Fragrance.



Connecting Handshake seamlessly to your ERP.

As wholesale business technology advances, more and more brands are looking for sales order management solutions like Handshake to optimize their order submission and fulfillment processes and provide better service to their customers. For most mid-market and enterprise brands, however, adopting sales order management software is impossible without a seamless ERP integration.

At Handshake, those integrations with ERPs like NetSuite, Xero, and SAP are made less daunting by providing both an open, transparent API and flexible integration solutions that can adapt to any business's unique needs.

Tru Fragrance's Search for an Integrated Solution

Founded in 1969, leading fragrance manufacturer Tru Fragrance has grown to serve an incredibly broad range of independent, licensed and private label fragrance markets.

Selling through trade shows and store visits, the company's independent sales reps would each write upwards of fifty orders per week on paper. To submit those orders, they would either fax them or take a photo of each individual order form and email it to the back office.

As a result, team members in the company's Customer Care department would often receive orders at the very end of the week, forcing them to get through mountains of data entry every Friday night to ensure orders could start shipping out the following Monday.

"Our back office staff would spend about 10 to 12 hours entering orders into NetSuite each week, leaving them little time to work on other important tasks," says Director of IT John Goliak.



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We couldn't buy until we found a provider that integrated with NetSuite. The ultimate goal was to find an off-the-shelf solution that would take orders and send them straight into our ERP. We looked into developing our own, but we didn't have the resources or staff to achieve that.

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John Goliak
Director of IT, Tru Fragrance

Technology that adapts to any complex enterprise's existing workflow.

To make matters worse, any idiosyncrasies that couldn't be communicated on the paper form were often forgotten about or lost in translation, and some orders would be delayed for lack of information or unknown order status, requiring a follow-up phone call.

It was clear that the company needed to reduce the amount of time and resources spent on order processing and error resolution. When Goliak, a former developer with years of experience in project management, was brought to the Tru Fragrance team as Director of IT, he was tasked with implementing a sales order management solution that would streamline the entire process. Thus, Goliak took a hands-on approach to finding software that would integrate with Tru Fragrance's existing cloud-based ERP platform, NetSuite.

The Importance of Customization

Once Tru Fragrance found that Handshake would be able to smoothly integrate with NetSuite, they were ready to get started.

As a company with large sales volume and a very wide range of customers, Tru Fragrance's ERP system is highly customized, and they required a flexible integration that would be equally adaptive to their workflow.

The integration needed to achieve a series of customizations, including:

1. To work with NetSuite's UPS shipping capabilities, each customer's shipping information within Handshake's database needed to sync with NetSuite in a very specific manner.
2. Common among many manufacturers in the beauty industry, Tru Fragrance organizes their products within NetSuite as "assembly items," which allow them to combine several component parts (i.e. bottle, fragrance, spray nozzle, cap, etc.) into a single item--an organizational structure that Handshake had to accommodate.

Handshake Integration: FAQs

Q What ERPs can you integrate with?

A Handshake can integrate with a wide range of ERP and Accounting systems, from Quickbooks and NetSuite to SAP.

Q What are the available integration methods?

A Handshake provides a wide range of options capable of supporting almost any technology environment. These include flat-file data transfers, prebuilt plug-and-play integrations for certain systems, and fully custom integrations using Handshake's flexible web-services API.

Q How long does the implementation take?

A It depends on the complexity of the integration. Simple integrations can take a matter of days, with more complex integrations taking longer. Most integrations projects are completed in under 6 weeks.

Q How much do integrations cost?

A Handshake tailors integration projects to the specific requirements of the customer and their technology environment. Contact the Handshake sales team at info@handshake.com for an integration consultation to learn more.

A flexible integration that translates to better performance and a modern brand perception.

3. Handshake had to adapt to the manner in which Tru Fragrance refers to and tags their customer base. Within NetSuite, for instance, Tru Fragrance differentiates “clients” and individual “contacts” as two different customer entities.

4. Tru Fragrance needed to have control over what their reps could edit within Handshake and by extension, NetSuite. For instance, if a sales rep accidentally deleted a customer’s shipping address in Handshake, that information could not be lost in the NetSuite database.

These examples scratch the surface of the kinds of customizations required by a large organization with a complex backend system. Handshake’s experienced Customer Success and Integrations specialists were on board to guide Tru Fragrance throughout the process.

Handshake’s Impact

Soon after implementing the Handshake integration with NetSuite, Tru Fragrance has already seen its impact. Because orders are now ported from sales reps’ mobile devices directly into NetSuite, data entry man hours have been cut down by 50%. They also no longer need to follow up for credit card payment information, an enormous time saver.

As a result, orders go out faster, and Tru Fragrance’s Customer Care team can focus on what’s really important: serving customers. Similarly, sales reps are no longer tied down by having to submit orders by fax or email, and they can concentrate on driving more business for the brand.

The company has also seen Handshake’s effect on their overall brand perception, especially at trade shows. According to Goliak, “At Dallas Market Center, we noticed right off the bat that we were the only group with iPads taking orders. You could see that there was



“As Director of IT, I would say that the discussions I had with Handshake’s team were very on point and deep. With the knowledge that they brought to the table, we were able to avoid a lot of hurdles. They really know what they’re talking about.”

John Goliak
Director of IT, Tru Fragrance



“In our industry, you have to be on trend. You have to be at the front to succeed. If you’re fumbling around with an order pad, there’s a certain perception there. Taking orders on an iPad is more what you’d expect from a leading brand.”

John Goliak
Director of IT, Tru Fragrance

Integration made simple for your success.

real intrigue in that. There was the sense that this was a company that knows what they're doing.”

Ultimately, for any large wholesale brand with sophisticated ERP systems in place, a stress-free integration that can adapt to your complex business needs is key to successfully onboarding any new software solution. The team at Handshake knows what a truly seamless integration can mean for your business—and your bottom line.

If you're looking to integrate a strong Sales Order Management solution with your ERP, contact us today.

Email: info@handshake.com

US Toll Free: +1 (855) 532-9044

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The Top 5 Reasons Tru Fragrance loves Handshake

1. A customized integration with their complex ERP, NetSuite.
2. Data entry cut by 50%.
3. Customer service teams focus on service, rather than busy work.
4. Sales reps focus on sales.
5. A more modern brand perception at trade shows.